

Adult Literacy Contact Centre NEWSLETTER



January 1994

Volume 7, Number 1

A project of the Adult Basic Education Association of B.C.

"Learn Page" Ads Hit National Television

This month ABC CANADA launched the media phase of its national literacy public awareness campaign with nine ads for the "Learn Page" on national television.

The first major appearance of the ads was on a CBC television special called "AIDS scare/AIDS care" seen at 10:00 p.m. across the country on Friday, January 14.

The ads were created by Harrod and Mirlin Advertising of Toronto and Scott Dickson, Special Projects Director, ABC CANADA. They are 15, 30, and 60 seconds long and feature testimonials by learners. The ads' message for viewers with limited literacy is, "For help, look in the new Yellow Pages under, 'learn.'"

The Learn Page project lists not-for-profit literacy "hot-line" numbers on a special page for potential learners in all of the Yellow Pages directories in Canada. ABC Canada obtained a commitment from the Canadian Yellow Pages Service to provide the advertising space, which has a media value of nearly four million dollars.

In B.C. the Learn Page is donated by B.C. Tel Yellow Pages, and the Adult Literacy Contact Centre is the referral agency listed.

The Learn Page project is an initiative of ABC CANADA, an Ontario-based national foundation that promotes literacy in the private sector.

Donors supporting the Learn Page media campaign include: CBC Television, CTV Television, Ford Motor Company, Global Television, Kraft General Foods, Lever Brothers, Maclean Hunter, McDonald's Restaurants, Molson Breweries, Proctor and Gamble, Southam, TSN Television, Telemedia Publishing, and Tele-Direct.

Future media plans for the campaign will involve radio, national magazines, and transit and outdoor advertising.

(For more background on the Learn Page campaign, see the *Adult Literacy Contact Centre Newsletter*, June 1993, page 1.)



CMHA Award for Workplace Literacy Initiatives

B.C. organizations that have implemented innovative literacy or skills training programs in the workplace within the last three years may qualify for an award of excellence from the Canadian Mental Health Association (CMHA), B.C. Division.

The CMHA B.C. Division's B.C. Workplace Excellence Awards were created in 1985 to honour both individuals and organizations "whose employment practices demonstrate an ongoing commitment to improving the overall well-being of employees." There are six award categories, and one category, "Excellence in Employment Equity," recognizes organizations whose policies and practice "may include a literacy or skills training initiative."

To qualify, the program or initiative must have been in place for at least one year and been developed within the last three years in B.C. and "must be something the organization would not have normally undertaken."

Organizations of any size including business, labour, government agencies, professional associations and non-profits are eligible to apply.

The CMHA - B.C. Division is a non-profit association which promotes the mental health of all British Columbians. Founded in 1953 (with 28 branches across the province), it is an advocacy and education organization, working with people with a mental illness, their families, the government and the community at large.

The deadline for entries is February 11, 1994.

For further information on the B.C. Workplace Excellence Awards, contact:

Lorraine Crook
Coordinator of Development
Canadian Mental Health
Association - B.C. Division
405 - 611 Alexander Street
Vancouver, B.C.
V6A 1E1
Phone: 254-3211
Fax: 254-2272 ☐



**Canadian Mental Health
Association
B.C. Division**

THANK YOU, VOLUNTEERS!

Our warmest thanks to these generous people who have recently donated their time and expertise to the Adult Literacy Contact Centre:

Rachel LeClair

Michael Hinze

Greg Stirk

Adult Literacy Contact Centre Newsletter

622 - 510 West Hastings Street
Vancouver, B.C. V6B 1L8
1-800-663-1293 Toll-free in B.C.
684-0624 Lower Mainland
684-8520 Facsimile

The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Skills, Training and Labour; and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is published monthly (except as noted). It is available free of charge to any individual or agency upon request.



LD Association Welcomes Public to Open House

The Learning Disabilities Association of B.C. - Vancouver Chapter, will hold an open house this month. The event will provide an opportunity for the general public to view the Association's new office, and meet with directors, volunteers and staff.

The Learning Disabilities Association of B.C. - Vancouver Chapter was established in 1970. It "provides an information and referral service and direct programs for individuals with LD, families, professionals and agencies."

The Association re-located in August 1993, and now shares office space with the B.C. Neurofibromatosis Foundation. Representatives of the Foundation will also be on hand at the event.

Resource Coordinator Emese Szucs says, "Anyone interested in finding out more about learning disabilities is welcome to attend. The open house will be nothing formal - just chat, snacks, and a chance to meet some new people who share your concerns."

The Open House is scheduled for:

January 26, 1994
12:00 p.m. - 7:00 p.m.
Learning Disabilities
Association of B.C. -
Vancouver Chapter
Suite 909
750 West Broadway
(Fairmont Medical Building)
Vancouver
Phone: 873-8139



Women, Literacy and Development: Call for Proposals

A Toronto-based international journal invites proposals for articles on the theme of "Women, Literacy and Development," for an issue to coincide with a world conference in September 1994.

The journal, *Convergence*, is an international journal of education published by The International Council for Adult Education. A special issue is planned in preparation for the Council's Fifth World Assembly in the Arab region in September, and in recognition of the United Nations "Fourth World Conference in Women's Action for Equality, Development and Peace" in 1995.

The journal welcomes proposals that explore themes such as:

- ❖ the challenges women face in accessing literacy programs
- ❖ how illiteracy prevents women from achieving equity in terms of control over land, financial resources, education, work, politics and decision-making
- ❖ how and if literacy programs for women combat poverty
- ❖ solutions to the problem of the high drop-out rate of teen-aged girls
- ❖ the role of women's organizations -- development work vs. charity

Proposals should be submitted by January 31, 1994. The deadline for articles is March 30, 1994.

For further information, contact:

Convergence
International Council for Adult Education
Suite 500 - 720 Bathurst Street
Toronto, Ontario
M5S 2R4
Phone: (416) 588-1211
Fax: (416) 588-5725
Internet e-mail: icae@web.apc.org



NEW RESOURCES

You Make it Happen for Your Family!: A Read-Aloud Guide for Parents

A guide encouraging parents to share the joy of reading together with their children will be available in B.C. this month through the Pacific Coast Public Television Association (the Canadian affiliate of KCTS/Channel 9).

The Guide is one of a number of community educational outreach projects initiated by Pacific Coast Public Television during 1993/94 under its "Take Action for Education" program. Launched in May 1993, "Take Action" is a one-year program of integrated projects which includes publications, workshops and public forums.

The 20-page "Read Aloud Guide" -- described as "user-friendly to parents with limited literacy skills" -- is written at a basic language level. It is meant to be "encouraging to those who might ... feel uncomfortable reading aloud to their children or uneasy about approaching librarians and bookstore sales clerks for assistance."

The guide was written by "Take Action" Project Coordinator Charlene McAllister. To compile the guide, McAllister synthesized material from a

number of books and articles on reading with children, consulted with the literacy field, and field-tested the guide with parents with limited literacy skills.

The guide was produced with financial assistance from the McLean Foundation, the Vancouver Foundation and the *Vancouver Sun*.

In conjunction with the publication of the guide, a series of five public service announcements encouraging parents to read to children of all ages will air on KCTS/9 this spring. A series of workshops for parents and children, which use the guide as a basis for discussion, will be offered at several Lower Mainland centres: YWCA Crabtree Corners, Kiwassa Neighbourhood House, Mount Pleasant Family Place, and the Coquitlam Teen Parenting Program.

For further information, or to obtain a copy of the guide free of charge (while supplies last), contact:

Charlene McAllister, Project Coordinator
Take Action for Education
Pacific Coast Public Television Association
Suite 1300 - 666 Burrard Street
Vancouver, B.C.
V6C 3J8
Phone: 685-7375

The Back to School Survival Guide for Women

Women seeking retraining and better job prospects can find the information they need on programs and support services available in B.C. in this recently published guide from the B.C. Network of the Canadian Congress for Learning Opportunities for Women (CCLOW).

CCLOW, founded in 1979, is a national, voluntary, feminist organization with networks in every province and territory in Canada. Its mandate is to stress equality between women and men "by promoting equal participation in our educational, political, economic, legal, social and cultural systems."

The 106-page guide was researched and written by Vancouver writer Nora D. Randall. The idea for a B.C. book originated after a similar handbook was published by the New Brunswick CCLOW network.

Some of the chapters deal with:

- ❖ where jobs can be found
- ❖ the availability of financial aid (loans, scholarships, grants, bursaries)

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- ❖ government funded training (Canada Employment Centre services)
- ❖ completing high school (adult basic education, distance education)
- ❖ tips on time and family management
- ❖ regulations for immigrants governing working in Canada

A section called, "Please read this chapter: Considering sciences, trades and technologies," cites contact and information sources for women interested in non-traditional job training. Regarding harassment in the non-traditional workplace, Randall cites this example: *"Heather, a boilermaker, loves steel. She says it's one of the most liquid things she can think of to work with. She also says it's true she's been harassed by men on the job, but almost never when she's holding her welding torch."*

The Back to School Survival Guide for Women is available "free to women interested in returning to learning" and for \$10.00 "to those who can afford to purchase it," from:

CCLOW - B.C. Network
c/o Bonjour Books
#2135 - 11871 Horseshoe Way
Richmond, B.C.
V7A 5H5
Phone: 271-2665
Toll-free in B.C. 1-800-665-8002
Fax: 274-2665

Research on literacy and basic educational needs of francophone adults of Powell River in B.C.

This document is the product of a 1992/93 B.C. literacy cost-shared project designed to research the need for further literacy education among francophone adults in Powell River, B.C. The project was conducted by Educacentre, a Vancouver-based organization that "works for the promotion, awareness and development of French literacy in British Columbia."

The researchers chose Powell River, a coastal B.C. forestry and mining community, because it has one of the oldest francophone populations in B.C. (the report cites approximately 435 out of 18,000 persons).

The 64-page document describes the francophone influence in the region, and includes the questionnaire that was the basis of the study. 106 responses were received from 500 surveys that were distributed by mail, and by social service and government agencies. The project team worked closely with a 25-year old Powell River francophone cultural organization called Le Club Bon Accueil, which assisted with research and provided a base of operations.

The report identifies literacy upgrading, "the re-learning of

French," and obtaining a high school diploma as principal needs in the francophone community. One of the report's recommendations is that a GED program be offered in French.

As a result of the project, Le Club has instituted French literacy workshops, "refresher French" courses, and French as a second language courses for English-speaking spouses of francophones.

The report is available from:

Louis Beaucage
Educacentre
1551 West 7th Avenue
Vancouver, B.C.
V6J 1S1
Phone: 736-6112
Fax: 736-4661 ☐

OUR OTHER SERVICES

As well as producing this newsletter, the Adult Literacy Contact Centre has services for all B.C.:

we give information and encouragement by phone to adults who want to know about adult basic education opportunities in their own community;

we provide literacy information to the non-profit and community-based sector, business, labour, the media, all levels of government and the public at large; and

we refer volunteer tutors to adult literacy programs.

Phone free from anywhere in B.C.

1-800-663-1293

Change Notice

Newsletter readers -- Please use this form to keep us updated on your wishes and whereabouts. Thanks for your assistance.

- ☐ This is a change of address ☐ Please remove me from the mailing list
- ☐ Please add me to the mailing list ☐ Other _____

Name: _____ Job title: _____

Organization: _____

Address: _____

_____ Postal code: _____

Phone: _____ Fax: _____

Mail or fax to: Adult Literacy Contact Centre Newsletter

622 - 510 West Hastings Street, Vancouver, B.C. V6B 1L8 Fax: 684-8520

Job Opportunity

Two researchers are required to work on a half-time basis on a 1993/94 B.C. literacy cost-shared project called, Nonformal/Popular Education and Literacy Development. The project seeks to document non-formal education activities (for example, workshops, seminars, and classes) undertaken by community groups such as Native and immigrant organizations, women's groups, cooperatives, and unions.

The goal of the project is to determine the literacy obstacles that prevent the participation of members in these education activities. The research will take place in the Lower Mainland and the central Okanagan.

Some of the requirements are that applicants:

- ◆ have a comprehensive knowledge of adult literacy issues
- ◆ have connections to community groups such as those listed above

- ◆ be available to work half-time between February and August, 1994.

The deadline for applications is January 21, 1994.

For further information, contact:

Cathie Cookson
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Douglas College
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New Westminster, B.C.
V3L 5B2
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